

Quote

THE WEEKLY DIGEST

Volume 20—Number 3

July 16-22, 1950



Rumors are rampant. You hear that this or that large industrial plant is "shifting to war production" on direct orders from Washington. This present gossip has no foundation in fact. Some very large contracts for war materiel have been placed since the Korean outbreak, but these have been under negotiation for mo's. At the close of a fiscal yr, there's always a flurry to process appropriations into contracts. Especially marked this yr because there was \$1 billion available for defense which had not been spent.

What happens from here on will depend upon world developments. Active participation of the Soviet in Korea, or the inspired outbreak of hostilities in another trouble spot, certainly would signal an all-out effort. No one can say with certainty what the near future may bring, but quite apart from that consideration, we should face the fact that, *even without further alarming action*, much more will be needed in the way of men and materiel. An early increase in armament production is assured. Here, steel is the imperative item. Supplies are limited and there will be some tightening of domestic consumption. This will not be an instantaneous reaction—it takes time to process contracts—and, barring bad headline news, it should be an orderly reduction, rather than acute restriction. But, *there will be less of everything fabricated from metals.*

MAY WE

Quote

YOU ON THAT?

Pres HARRY S TRUMAN: "The world is more settled now than in '36." 1-Q

" "

Pvt HARRY J WALTEBURG, of Bloomfield, N J, describing Red guerilla activity in Korea: "You see some guy dressed like a farmer with a rake in his hand. You turn your back and he shoots you." 2-Q

" "

Gov THOS E DEWEY, of N Y: "Ten mo's ago Congress appropriated \$10 million for military aid to the Republic of Korea. As of last mo, not so much as \$500 worth of military equipment had been delivered from that appropriation." 3-Q

" "

HERBERT HOOVER, former Pres: "Communism is a force of evil. It contains within itself the germs which will in time destroy it . . . Our purpose must be to isolate this malignant force." 4-Q

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Dr WM B KOUNTZ, of Washington Univ School of Medicine, on future status of aged: "It is highly probable that the healthy men of 100 will be just as capable of maintaining their economic and social status as healthy men of 40 are now." 5-Q

" "

Lt Gen LESLIE R GROVES, warning against over-confidence in a possible hydrogen bomb to maintain peace or win wars: "The hydrogen bomb will not be, and should not be expected to be, a panacea for our military problems. Wars are won by those nations which possess the greatest all-around strength." 6-Q

ARNOLD J TOYNBEE, British historian: "Our choice may lie between winning the cold war by subordinating nat'l sovereignties and forfeiting nat'l sovereignties by losing the cold war." 7-Q

" "

CHAS BRANNAN, Sec'y of Agriculture: "It's about time some of those crying loudest against communism took time to join the team that is really fighting communism in a realistic way." 8-Q

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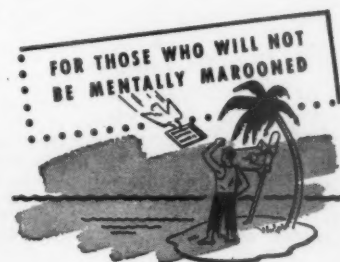
Dr JOHN W FURBAY, director, Air World Education, Kansas City, Mo: "There is not a person in the world who lives more than 40 hrs by air from where you and I are at this moment." 9-Q

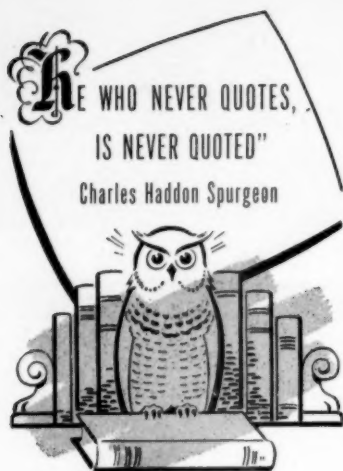
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ANNA LOUISE STRONG, American pro-communist journalist, who has been denounced by Moscow, in self-invited address to Whittier Inst of Internat'l Relations: "We've bitten off a bigger war than we're able to chew." 10-Q

" "

BERNARD BARUCH, elder statesman: "The highest compliment the Soviet Union ever paid anyone came when it jammed the Voice of America." 11-Q





ADVERTISING—1

A traveller seeking ads for a country mag called on the village grocer. "Nothing doing," he was told. "Been established 80 yrs and never adv'd."

As he turned to leave, the traveller said, "Excuse me, but what is that bldg on the hill?"

"Oh, that," said the grocer, "is the village church."

"Been there long?" asked the traveller.

"Yes," said the grocer, "300 yrs."

"Well," repl'd the traveller, "they still ring the bell." — *Tit-Bits*. (London)

AGE—Youth—2

No one grows old by living—only by losing interest in living.—*MARIE RAY, Think*.

BREVITY—3

Geo Bucher, ex-pres of Westinghouse Corp'n, claims to have originated the phrase "Know-how." Back in the '20's, he was negotiating a license with a Japanese firm, Takata Shokai, which was befuddled by the elaborate agreement drawn up by Westinghouse lawyers. Bucher tore up the contract and wrote a 1-sentence substitute:

"Westinghouse will provide Takata with the know-how to make these gears."—*Australasian Mfr*.

BUSINESS—4

The Comm on Economic Development reports that there are 3 million businesses in the U S. One million are 1 man concerns, and 1,850,000 have 8 or fewer employees. In other words, business in the U S is 95% small business.—*American Worker's Digest*.

CHANGE—5

Change is inevitable. The great question of our time is whether the change will be by consent or coercion.—*Bishop G BROMLEY OXNAM*, of the N Y Area of the Methodist Church.

CHARACTER—6

The real judges of your character aren't your neighbors, your relatives or even the people you play bridge with. The folks who really know you are the waiters and the clerks. — *KATHERINE PIPER, Eldora* (Ia) *Herald Ledger*.

CHURCH—7

There are over 100,000 Protestant Church edifices which a burglar with a jimmy could not get into on most weekdays.—*ROGER W BABSON*, economist.

COMMUNISM—8

More than ¾ of the American people hold Communists are traitors, according to a recent Psychological Barometer survey. People were asked: "Do you think a Communist is a traitor to the U S?"

The answers: yes, 79.2%; no, 9%; uncertain, 11.8%.

In a similar survey made in Jan '48, 65% ans'd yes. Thus, in a little over 2 yrs, the percentage who call Communists traitors is up 14%. — *Kansas City Star*.

CONSCIENCE—9

Human beings get into grotesque positions wrestling with their consciences.—*P K THOMAJAN, Phoenix Flame*, hm, Phoenix Metal Cap Co.

COST OF LIVING—10

Bandleader Emery Deutsch was consoling a restaurateur about his bad business and finally said, "Why do you stay open?" The restaurateur groaned: "I can't afford to eat out."—*EARL WILSON, N Y Post Syndicate*.

DEBT—Nat'l—11

Down in Ala, the Chambers of Commerce of Anniston and Gadsden have erected a bill board with the following inscription:

Every Time the Sun Sets

Your Fed'l Gov't

Is \$15 million

Deeper in Debt

How Long Can This Last?—*Cleveland Plain Dealer*.

DRINK—Drinking—12

A study of 10 large industrial firms revealed that approx 8% of the skilled and experienced workers, between the ages of 35 and 45 yrs, approaching the peak of their value to industry, were beginning to show outward signs of alcoholism. Warnings and threats of loss of employment weren't moderating the problem any. Here was an investment of 10 or more yrs' training being lost to industry thru what doctors have recently decided is a health problem.—*Trained Men*, hm, Internat'l Correspondence Schools.

DUTY—13

Duties are the tasks we look forward to with distaste, perform with reluctance and brag about ever after. — *PATSY TRAFLINGER, Louisville Courier-Jnl Mag*.

EDUCATION—14

In the 2nd World War 12% of the men found unfit for service were rejected solely for educational deficiencies.—*N Y Times*.

ENERGY—15

If we were to receive from the sun ½ of the current energy supply, the average temp of the earth would fall lower than 10° below zero. If twice as much energy came,

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the temp would average 180"—Dr CECILIA PAYNE GAPOSCHKIN, of Harvard Observatory, quoted in *Nashua Cavalier*, hm, Nashua Gummed & Coated Paper Co.

EXERCISE—16

The only exercise some people get is lifting their elbows from the bar, jumping at conclusions, and running a temperature. — EDDIE CANTOR, radio and screen comedian, "Living and Loving It," *Esquire*, 7-50.

They say . . .

Curtis Research finds that American families spend \$7 billion a yr on vacations. And, as *Adv'g Age* comments, no one knows how much more is spent recovering from them. If you are haunted with dreams of "no vacancy" signs on the road, you might be comforted to know there are about 30,000 tourist camps in the U S—with around 550,000 units . . . Someone has figured that it takes an average of 954 hrs of work to purchase a low-priced car in America . . . A new UN record set: On a recent trying day nurses announced that never in the history of the UN medical dept't had so many come to get so many aspirin.

FAMILY—17

I know a young couple who had all the usual bickering and quarrels that all young couples have—usually quickly made up. But one night a quarrel wasn't so easily settled; they went to bed with it on their minds, and finally he said: "Tho we're still battling about this, God bless you and the baby."

She was touched and ret'd the blessing. It's become a nightly ritual ever since that time.—LAWRENCE GALTON, "Try Family Rituals," *Parade*, 7-2-50.

FEAR—18

Mass-observation has been taking a survey of people's fears, and concludes that practically everyone is afraid of something. Most common fears are height, enclosed spaces, water, crowds, the dark. Some seem odd and irrational to other people.

A ry clerk, for instance, is scared of a circular saw; a young airman

says his fear is that he may turn on his back while asleep, open his mouth and have a spider drop in to it.—*Irish Wkly*.

FORTITUDE—19

Fortitude is what helps some persons to go thru life hearing the trials of others.—*World Digest*.

FREEDOM—20

Freedom dies with every individual; it is not reborn with his successors; it must be achieved anew, generation by generation.—HENRY M WRISTON, pres, Brown Univ.

GOVT—21

One out of every 6 adults in the country—nearly 16 million citizens—drew a regular pay or bounty check from the gov't last yr. Other millions drew in direct subsidies.—*Plumbing & Heating Jnl*.

HONESTY—22

The city lawyer was questioning Farmer Purdy about the truthfulness of a neighbor, due to take the witness stand in a forthcoming trial. "Wal," said the farmer, "I wouldn't exactly say Jed was a liar. But I'll tell you this; when it comes time to feed his hogs, he has to git somebody else to call 'em for him!"—HARRY J MILLER, *Tracks*, hm, Chesapeake & Ohio Railway.

IDEOLOGY—23

Perhaps the most essential difference between private enterprise and socialism is that under private enterprise the individual dictates the entire process of production and distribution by spending his income as he pleases, while under socialism bureaucrats take the people's money and by the way they spend it dictate the entire process of production and distribution.—SAM'L O DUNN, *American Builder*.

INDUSTRY—24

The real symbols of American industry are the Ford car, the dollar watch, the 10¢ can of soup, the cheap newspaper and free radio, the ready-made dress, the movie made at a cost of millions of dollars that you can see for 44¢. And into the making of these—and a million others—goes great skill and ingenuity. It has to, because if the product isn't servicable, Americans kick about it.—STEPHEN VINCENT BEST, quoted in *Speech Activities*.



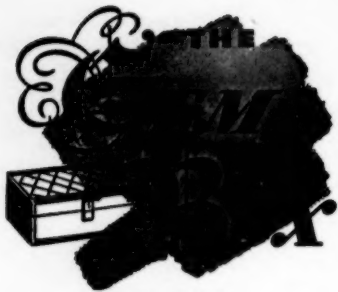
We who are accustomed to dropping a stamped envelope confidently into a convenient mailbox have difficulty envisioning days when to send a letter meant both delay and uncertainty.

In early Colonial days, special messengers carried mail between villages in the same colony. Between colonies, however, letters had to be entrusted to merchants and travelers. In 1639, the Gen'l Court of Mass employed the house of Richard Fairbanks in Boston for the receipt and delivery of letters for or from beyond the seas. He was allowed a penny per letter and had to answer for any losses thru neglect. In 1672, the N Y colony established a "post to go monthly from N Y to Boston." Great progress was hailed when, 30 yrs later, this was changed to a fortnightly schedule.

On Feb 17, 1692, Thos Neale was granted a patent to establish post offices in N America. Several gen'l offices were set up, but the system was not successful and receipts failed to cover expenses. When the Gov't purchased the rights in 1707, service improved considerably, but losses cont'd until BENJ FRANKLIN became Postmaster-Gen'l in 1753. During his term, until dismissed by the King in 1774, the system showed increasing profit, deeply gratifying head officers in London.

Realizing their importance, the Continental Congress gave early att'n to postal facilities. Just 175 yrs ago—July 26, 1775—the Post Office Dep't was created and BENJ FRANKLIN was selected Postmaster-Gen'l at a salary of \$1,000 a yr.* He formulated many of the basic policies on which our Post Office operates today.

As Crown Postmaster, he had been allowed franking privilege under his personal stamp: "Free. B Franklin." But with the dawn of liberty, even his postal stamp assumed an independent note. It read: "B Free. Franklin."



I Am Music

JOHANN SEBASTIAN BACH, one of the greatest of all composers, died 200 yrs ago—July 28, 1750. The German organist and composer's influence in the history of music has been profound. When GOETHE attempted to describe BACH's works, he said eloquently: "It is as if the eternal harmony of life were conversing with itself, as if it might have existed in God's bosom shortly before the creation of the world. In relation to this great genius we are like children who are feeling around on a globe."

Countless tributes will be made in his honor during this bicentennial yr. This brief bit may add its note to the melody.

I am music.

Servant and master am I; servant of those dead and master of those living. Thru me spirits speak the messages that make them nearby. I make the world weep and laugh, wonder and worship.

I tell the story of love, the story of hate, the story that saves and the story that destroys. I am the incense upon which prayers float to Heaven. I am the smoke over the field of battle where men die with me on their lips.

I am close to the marriage altar and when the grave opens I stand nearby. I call the wanderer home, I rescue the soul from the depths; I open the lips of lovers and thru me the dead whisper to the living.

One I serve as I serve all, and the king I make my slave as easily as I subject his slave. I speak thru the birds of the air, the insects of the field, the crash of the waters on the rock ribbed shores, the sighing of the wind in the trees, and I am even heard by the soul that knows me in the clatter of wheels on city st's.—*Origin unknown.*

INGENUITY—25

An Arabian sheik's entourage was minus one horse from a journey, so the sheik ordered that a horse be requisitioned from one of the villagers. Two horses were brought before him for inspection, but the owners were reluctant to part with them. They put up terrific howls, protesting that their horses were spavined, aged, and generally unsuitable for the sheik's purpose.

"There is only one way to settle it," said the sheik. "You will race your horses, and whichever wins, will be the one I will take."

"But your highness," whispered an advisor, "how will that settle it? Neither will put his horse to the supreme test."

"They will," said the sheik, "if each man rides the horse belonging to the other."—*Judy's.*

JUDGMENT—26

Be careful what you tie yourself onto. A farmer who tied his cow's tail to his leg while he was milking said before they had gone around the barn 7 times he knew he had made a mistake.—*American Baptist.*

LIBERTY—27

Sacrifice is the triumph of liberty.—CHARLES SECRETAN, *Gazette de Lausanne*, Switzerland. (QUOTE translation)

LIFE—28

As a rule the game of life is worth playing but the struggle is the prize.—DEAN INGE, *Daily Express*. (London)

MARRIED LIFE—29

A young nobleman had an opportunity to discuss with Mme du Pompadour the requirements of a good marriage. The views of the young man differed a great deal from the beliefs of the imperial circles at that time, so he declared energetically: "The woman I marry must obey me, be able to be silent, if necessary, and be true to me all her life!" The Pompadour looked at her conversational partner jeering: "That's quite a bit for you to demand, my dear friend. Obedience, silence, and faithfulness. Perhaps you'd better get a dog!"—*New Yorker Staats-Zeitung und Herold*. (QUOTE translation)

ORIGIN: "Smithereens"—30

"It was blown to smithereens," we say. But we do not use the word

smithereens in any other expression. The word is from the Irish *smidirin*, "a little piece of fragment." It probably was brought to this country by Irish immigrants early in the last century.—FRANK COLBY, *Omaha World-Herald Mag.*

PARENTHOOD—31

It is the experience of all of us who have worked long in the child guidance field that most of the more serious mistakes which parents make, they make out of deference to prevalent cultural attitudes and from fear of being criticized by relatives and neighbors.—LUTHER E WOODWARD, "Spiritual Values of Family Living," *Survey*, 6-'50.

PERFECTION—32

It doesn't matter how much you paid for your nylons if the seams aren't straight. — AMY BRADLEY, *Manchester (Ia) Democrat Radio.*

PERSEVERANCE—33

Even the woodpecker owes his success to the fact that he uses his head and keeps on pecking away until he finishes the job he starts.—COLEMAN COX, quoted in *Toastmaster.*

PRIDE—34

Verlaine, altho one of the great writers of France, was very poor but proud. Visiting among friends one day, he was asked why he didn't brush off his coat. Repl'd Verlaine angrily, "I am not my own servant, sir!"—*Le Digeste Francais*, Montreal, Canada. (QUOTE translation)

PROGRESS—35

Every time civilization goes forward 3 steps, it drops back 1. Our citizenry pays little att'n to the 2 steps gained. It seems more fun to view with alarm.—*Detroitier.*

PURPOSE—36

All men are not meant for the same work; the clay that makes good brick will not grow corn.—*Wesleyan Christian Advocate.*

RACE—Statistics—37

Negroes now comprise more than 1/10 of the population. Their birth rate is higher (nearing 28.2 per 1,000 vs 21.7 in 1940), the death rate is lower (13.9 per 1,000 down to 11.4), and the Negro population gained 11.6% in the past decade while the white population made a gain of 7.5%.

During the '40s there was a great exodus of Negroes from the South, so that the Negro people declined from 74.4% to 63.5% of the South's population.

Negro educational levels are up an average of a yr for those over 14.

In employment (Oct '49) 90.3% of Negroes were employed, compared with 94.7% of whites. Half the Negroes were working in jobs other than farm and common labor for a change.

The number of Negro home-owners jumped from 24% to 34% in the decade.—*Ebony*.

READING—38

Most thought-provoking story of the wk is the news of a conf formed at the Mass Inst of Technology to determine whether reading is obsolete. The competitive mediums of radio, television and motion pictures are blamed for the present situation. — *Christian Science Monitor*.

RELIGION—39

In London, Baron Mountevans told the House of Commons that religion is suffering from a lack of humor. This could be overcome, he said, by "snappier prayers."—*Baltimore Sun*.

RUSSIA-U S—Production—40

According to a chart in the *Minneapolis Tribune*, which was based on a recent speech of Georgi Malenkov, a mbr of the Politburo, we find this comparison of U S and Russian production. For the last quarter of '49 Russia produced 53% as much steel as U S; 81% as much coal; 12% as much oil. For the full yr of '49, Russia produced 23% as much electricity; 4.4% as many cars and trucks; 24.8% as many tractors.

SALESMANSHIP—41

During the depression of the '30s, Father and I took a load of sweet corn into Janesville, Wis, to sell it house to house. We tried at 10¢ a doz without success. At the end of the 1st st we held a little sales meeting and decided the housewives were balking at the implied suggestion to buy by the doz. So—pricing our corn at 1¢ an ear and switching sides, we went back over the same st. The new strategy worked. We sold nearly every house! And strangely enough, nearly every housewife

took a doz ears or more—at a price of 2¢ more a doz.—JENNINGS CHRISTENSEN, *Rotarian*.

SPEECH—Speaking—42

A lot of people who wouldn't talk with full mouths will go around talking with empty heads. —*Gilcrafter*, hm, Gilbert Paper Co.

SPIRIT—43

A sculptor had in his studio a replica of a famous cathedral. Altho it was perfect in every detail, no one noticed it, and it gathered dust in a corner. One day an assistant placed a light inside to examine the windows, and went away leaving the light on. Then every visitor who came in stopped breathless at the beauty of the cathedral. The only change was that the light had been turned on.—WALTER L MOORE, *Christian Herald*.

Good Lawd sends me troubles,
And I got to wuk 'em out.
But I look aroun' an' see
There's trouble all about.
An' when I see my troubles,
I jes' look up and grin
To think ob all de troubles
Dat I ain't in!—Origin unknown. 44

SUCCESS—45

Climbing up the ladder of success is a harder job than rolling down the hill of misfortune.—EARL RINEY, *Church Mgt*.

TROUBLE—46

The trouble with trouble is it always starts out just like fun.—*Boston Naval Shipyard News*.

UNDERSTANDING—47

Pablo Picasso asked a waiter at a Paris restaurant what he thought of his paintings.

"You know," said the waiter, "I don't always understand them."

"Well," said Picasso, "do you speak Chinese? No? Well, there are 500 million people who do."—*N Y Herald Tribune*. (Paris edition)

UNITED NATIONS—48

This is how quickly the UN acted in the matter of the Korean invasion: Trygve Lie heard the news Sat night at midnight, and immediately cabled the UN Investigating Comm in Korea. He rec'd the reply in the morning. At 2 p m Sun, when the Security Council was convened, all the employees were at hand—including the trans-

lators, the girls who handle the phone calls for the delegates, the bartenders in the Delegates' Lounge—and extra food was ready in the commissary. And within 1 min of the adoption of the resolution, the UN radio was broadcasting it to Korea, in the Korean language.—LEONARD LYONS, *McNaught Syndicate*.

VIEWPOINT—49

There are two classes of people, the righteous and the unrighteous. The classifying is done by the righteous.—*Our Lady Missionary*.

VISION—50

Beware of the people who say they are 100% Americans. We must get beyond 100% Americanism if we are to do anything for the world.—EDW J BUBB, American Legion chaplain.

WAR—Peace—51

We need a capacity to wage "not war, not peace." If we continue without adequate organization or techniques for conducting the "cold" war which Soviet communism presses on us, some may come to feel, in desperation, that time is working against us, and that it is better to have a shooting war at which we should doubtless be more competent, and where the odds would still be in our favor. But another war, whatever the military outcome, would make it almost certain that totalitarianism of some kind would be the victor over any survivors.—JOHN FOSTER DULLES, *War or Peace*. (Macmillan)

WORK—52

A woman was watching a basket weaver at work. He smiled as he glanced up and the lady observed, "You seem to enjoy your work very much."

"I wouldn't contrary you thar," the weaver said slowly. "Even if you had a sight o' surface money, still they's a satisfaction in makin' a thing for yourself with your own hands that nobody cain deny you."

—CORYDON BELL, "The Fair at Gatlinsburg," *Ford Times*, 7-'50.

WORRY—53

The thing that breaks our back is not so much the load we are carrying now, as the weight of what we fancy may be tomorrow's burden . . . It does no good to carry around a lightning rod to attract trouble.—*Sentinel*.

Congress everything about the world situation, they get hysterical. If you tell them nothing they go fishing."—DREW PEARSON, *Bell Syndicate*. 1

" "

A vacation is a period when the average person gives up good dollars for bad quarters.—Seng Fellowship News, *hm*, Seng Co.

Vacation

Little bank roll, ere we part,
Let me hug you to my heart;
All the yr I've clung to you—
I've been faithful, you've been true!
Little bank roll, in a day,
You and I will start away
To a good vacation spot—
I'll come back, but you will not.
—ANNE LOWE, *Family Circle*. 3

Curio Shop: A place where they buy old furniture and books and sell rare antiques.—Passing Variety.

" "

An Englishman moved to the U S after the end of World War II and immediately took out his American citizenship papers. After several mo's he was visited in this country by an English relative who sternly reprimanded him for becoming an American citizen.

"What have you to gain by becoming an American?" he asked.

"Well," repl'd the other, "for one thing, I win the American Revolution!"—*Capper's Wkly*. k

" "

It was rush hr, and the subway car was jammed. A big, blond giant of a man, hanging carelessly on a strap, lost his balance when the car jerked, landing squarely in a forbidding-looking woman's lap. Before he could apologize, she blurted indignantly, "You! You big Swede!"

"Lady, I'm not a Swede, he repl'd calmly. "I'm a Laplander."—*Times of Brazil*. (Sao Paulo) 1

" "

Along the very narrow coastal strip between Haifa and Tel Aviv runs the single line ry much patronized these days by the Yemeni Jews, to whom it is a source of perpetual wonder. It is really fortu-

nate that it is a single line, for the Yemenis are in the habit not only of leaning their heads out of the windows to watch the scenery fascinatedly, but of stretching right out from the waist upwards. When this was mentioned to Sir Leon Simon of Jerusalem, he, without a blink, indicated a sign posted in the train: "Passengers are warned not to lean their heads out of the State!"—*American Hebrew*. m

" "

The social worker was going from one prison cell to another and asking rather fatuous questions. Of one prisoner, she asked: "Was it your love of drink that brought you here?"

"Lord, no Miss," repl'd the man. "You can't get nothin' here!"—*Home Topics*. n

" "

A letter from Hungary quotes an anecdote current in Budapest. A man applied for a passport, saying he must leave the country quickly. Asked why, he said that a new gov't decree forbade anyone to keep 2 elephants in his bedroom.

"But surely, you don't keep 2 elephants in your bedroom?" "No," he repl'd, "but how can I ever convince the political police that I don't?"—*Answers*. (London) o

" "

That the good die young was never said of a joke.—*Optimist Magazine*.

" "

Belated census story: A doctor, asked about his income by a youthful enumerator, mentioned a modest sum, and then, queried as to how many hrs he had worked the previous wk, repl'd, after a quick calculation on a scratch pad, "About 108." "Really?" said the enumerator, openmouthed. The doctor said yes, and added that many of his colleagues could match or better this figure. The census man got thru the rest of his questions rather shakily. "When you're not working for the census, what do you do?" the doctor asked him. In a hollow tone, he repl'd, "I'm a medical student." — *New Yorker*. p



FIRE — Protection: Powder, thinned with water and resembling varnish in appearance, is fire-retardant paint. Creates inch-thick, insulating, marshmallow-like substance when exposed to extreme heat or flames. Sherwin-Williams Co. (*Chemist*)

" "

FLOORS: Top-flooring, for use in almost any type of bldg, is applied like plaster with a trowel over rough or smooth bases. It contains hardwood fibers, chemically treated and bonded with a plastic mat'l. It hardens by chemical action, not by evaporation. (*Science News Letter*)

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MIRRORS: Bathroom mirror that won't fog is a development of Chas Parker Co. Electric heater, of electrically conductive rubber, mounted behind mirror, can be turned on by flick of switch. (*Financial World*)

" "

OIL: Oil can in pen form, especially designed for oiling tasks in factory, office and home, features visible oil reservoir. Extra long hypodermic needle makes most inaccessible parts reached easily. Useful to tool and die makers, machinists, printers, electricians. (*Horizons*, syndicated by Cambridge Assoc's, Boston)

" "

PLASTIC: Plastic ribbons that do not stain in water. Available in colors, they're for use in the hair, or corsages, for gift-wrapping and also for color-edgings and bindings on pillows, drapes, curtains, etc. (*American Mag*)

" "

TELEVISION: Pilot Radio Corp'n has new set designed especially for parents who can't control children's zeal for TV. Set, with 16-in tube and \$399.50 price tag, is equipped with doors and a heavy bronze lock. (*Newsweek*)

Quote CALENDAR

July 23

- 1800—d John Rutledge, 2nd U S Chief Justice
- 1816—b Charlotte Cushman, American tragic actress
- 1834—b Jas Cardinal Gibbons, American churchman

July 24

- 1704—British and Dutch took Gibraltar
- 1783—b Simon Bolivar, S American revolutionist
- 1802—b Alexander Dumas (father), French author
- 1819—b Josiah G Holland, American author
- 1862—d Martin Van Buren, 8th U S Pres
- 1898—b Amelia Earhart, American aviatix

July 25

- 1581—Netherlands declared independence of Spain
- 1834—*d Sam'l Taylor Coleridge, English poet, philosopher
- 1844—b Thos Eakins, American artist
- 1848—*b Arthur Jas Balfour, British statesman
- 1909—Louis Bleriot, French aviator flew English Channel
- 1934—d Engelbert Dolfuss, Austrian chancellor

July 26

- 1775—*Post Office dept created
- 1788—N Y ratified constitution
- 1856—*b Geo Bernard Shaw, Irish critic, playwright
- 1863—d Sam'l Houston, American soldier, frontiersman
- 1874—b Serge Koussevitsky, Russian-born American conductor
- 1885—b Andre Maurois, French author
- 1894—*b Aldous Huxley, English author
- 1925—d Wm Jennings Bryan, American politician, orator

July 27

- 1824—*b Alexander Dumas (son), French author
- 1844—d John Dalton, English chemist, formulated atomic theory
- 1866—Laying of Atlantic cable successfully completed
- 1870—*b Hilaire Belloc, British author
- 1946—d Gertrude Stein, American author

July 28

- 1746—d John Peter Zenger, German-born American printer
- 1750—*d Johann Sebastian Bach, German composer
- 1821—Peru declared independence of Spain
- 1898—d Otto von Bismarck, German statesman
- 1914—World War I began

July 29

- 1805—*b Alexis de Tocqueville, French author
- 1833—d Wilbur Wilberforce, English statesman, philanthropist
- 1856—d Rob't Schumann, German composer
- 1869—b Booth Tarkington, American author
- 1877—b Wm Beebe, American explorer, naturalist
- 1883—b Benito Mussolini, Italian Fascist leader

*Indicates relevant m't'l on this page. See also: Gem Box, Pathways to the Past.

ARTHUR JAS BALFOUR*

Every human soul is of infinite value, eternal, free; no human

being, therefore is so placed as not to have within his reach, in himself and others, objects adequate to infinite behavior.

HILAIRE BELLOC*

When I am dead, I hope it may be said: "His sins were scarlet, but his books were read."

SAM'L TAYLOR COLERIDGE*

Painting is the intermediate somewhat between a thought and a thing.

ALEXANDER DUMAS* (son)

Love without esteem cannot reach far or rise high; it is an angel with but one wing.—*Golden Treasury of the World's Wit & Wisdom*, edited by NORMAN LOCKRIDGE. (Black Hawk)

JOSIAH G HOLLAND*

Every man who strikes blows for power, for influence, for institutions for the right, must be just as good an anvil as a hammer.

ALDOUS HUXLEY*

A bad book is as much labor to write as a good one; it comes just as sincerely from the author's soul.

GEO BERNARD SHAW*

They wanted to present one of Shaw's plays but discovered that it would run so long that spectators from out of town and commuters would be unable to get trains at that late hour. In answer to the request that permission be granted to cut the play, Shaw wired: "No cutting. Change the time-tables of the trains."—*Les Nouvelles Littéraires*, Paris. (QUOTE translation)

ALEXIS DE TOCQUEVILLE*

The 1st Sat night of the visit of de Tocqueville to America he spent in a small town, where he observed the hustle and bustle of Sat night. The next morning he sensed a strange hush over the little town. "What is the matter?" he asked. "Is someone dead?" The reply was, "Oh, no, this is Sunday, the church day."

De Tocqueville went back to France and wrote his observations on American life. The republic had become strong, he wrote, because of 2 things; the maintenance of Puritan consciousness, and the preservation of the Christian Sunday.—Dr NORMAN VINCENT PEALE, noted clergyman and author.

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Quote

Ode To Bolivar

JOAQUIN DE OLMEDO

Held by a fed'l bond from pole to pole,
United you shall live in war and peace,
Oh, people! Thus your glory shall endure,
Your freedom be an insurmountable wall
Against the power of the hateful hordes
Which all the tyrants' plots may conjure up . . .
This unity, this massive bond, be these
The chain links of the mighty Andes,
Stretching in powerful expanse From sea to sea. Let furious tempests
Fall from a fiery, burning sky. . .
Still they,
Imperious, firm, serene, mount guard
Over pyres of a world in flames.
—Translated by ELIZABETH SELDEN, in *Book of Friendship*. (Houghton Mifflin)

